

40 Inventive (Business) Principles with Examples

By Darnell MANN and Ellen DOMB

Principle 1. Segmentation

A. *Divide an object into independent parts.*

- Divide an organization into different product centers.
- Autonomous profit centers.
- Use a work breakdown structure for a large project.
- Franchise outlets
- Image/Value/Satisfaction segmentation of customer purchase related preferences (Reference 3, pp86-8)
- Kano Diagram - Excitement, Performance, and Threshold product attribute parameters.
- Marketing segmentation by demographics, sociographics, psychographics, lifestyles, etc (creation of 'micro-niches' - Reference 3, p85)
- Segmentation of 'idea management' process into Fertilization, Seeding, and Incubation phases (Reference 3, p128)
- Strength/Weakness/Opportunity/Threat (SWOT) analysis
- Min Basadur 8 step 'Simplex' innovation process (4)

B. *Make an object easy to disassemble.*

- Flexible pensions
- Use of temporary workers on short-term projects
- Flexible Manufacturing Systems
- Modular furniture/offices
- Container shipment

C. *Increase the degree of fragmentation or segmentation.*

- Quality Circles.
- 'Empowerment' - segmentation of decision making.
- Distance learning (also 'Taking Out')
- Virtual office/remote working (also 'Taking Out')
- 'Creative Segmentation' - 'high performance small car', 'easy to use SLR', 'cordless power tool' (Reference 3)

Principle 2. Taking out

Separate an interfering part or property from an object, or single out the only necessary part (or property) of an object.

- Breakdown barriers between departments (Point No.9 of Deming's Fourteen Points (5)).
- Eliminate exhortations (Point No.10 of Deming's Fourteen Points (5))
- Eliminate targets (Point No.11 of Deming's Fourteen Points (5)).
- Drive Out Fear (Point No.8 of Deming's Fourteen Points (5))
- 'Separate the PEOPLE from the PROBLEM' ('Getting To Yes' (6)).
- 'Lean Manufacture' (7)
- USP advertising
- Just-In-Time inventory management
- Activity-Based Costing instead of allocation cost accounting.
- Separate development and production activities - skunkworks, tiger-teams, etc.

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N Noddings



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In sourcing Innovation David Silverstein, Neil DeCarlo, Michael Slocum, 2007-12-17 Innovation is central to business success yet no other aspect of business is as frustrating and out of control. Instead of occurring in fits and starts and strokes of genius, innovation needs to become an all the time event that is measurable, reliable, predictable, streamlined, and effective. Structured innovation is a key goal for every organization whereby they more effectively meet the needs of customers and operate more efficiently. In sourcing Innovation demonstrates how to transform business using the theory of inventive problem solving TRIZ along with applicable tools and techniques. Providing a practical framework, this book presents the tactical and strategic aspects of TRIZ, its methodology, and its components. Real world case studies illustrate how TRIZ can be applied in an organization. It also discusses how structured innovation is part of total performance excellence, examining key aspects of business excellence and how they are related. *Research and Practice on the Theory of Inventive Problem Solving (TRIZ)*

Leonid Chechurin, 2016-09-12 This book clarifies the common misconception that there are no systematic instruments to support ideation, heuristics, and creativity. Using a collection of articles from professionals practicing the Theory of Inventive Problem Solving TRIZ, this book presents an overview of current trends and enhancements within TRIZ in an international context and shows its different roles in enhancing creativity for innovation in research and practice. Since its first introduction by Genrikh Saulovich Altshuller in 1956 in the USSR, the TRIZ method has been widely used by inventors, design engineers, and has become a standard element of innovation support tools in many Fortune 500 companies. However, TRIZ has only recently entered the domain of scientific publications and discussion. This collection of articles is meant as a record of scientific discussion on TRIZ that reflects the most interesting talking points, research interests, results, and expectations. Topics such as Creative and Inventive Design, Patent Mining, and Knowledge Harvesting are also covered in this book.

Simplified TRIZ Kalevi Rantanen, David W. Conley, Ellen R. Domb, 2017-09-22 The revised and updated third edition of Simplified TRIZ: New Problem Solving Applications for Technical and Business Professionals, 3rd Edition, continues to demystify TRIZ, systematic innovation, the internationally acclaimed problem solving technique. It demonstrates how TRIZ can be used as a stand alone methodology or used to enhance Lean Six Sigma and other systems of organizational improvement. Simplified TRIZ, 3rd Edition, once again strikes the perfect balance between overly complex and overly simplified, making the effective application of TRIZ accessible to a wide audience. In addition to numerous exercises, worksheets, and tables that further illustrate the concepts of this multinational method, this indispensable volume presents a new model for problem solving based on four TRIZ tenets: contradictions, resources, ideality, and patterns of evolution, elucidated for better understanding and application. Contains three new chapters: Functional analysis. Emphasizes a how to approach to functional analysis that strongly improves your ability to define the problem to be solved, radically enhancing the value of the creative solutions that TRIZ makes possible. Innovative solutions for difficult challenges. Two detailed case studies sharing the

experiences in solving challenging problems in innovative ways Systematic Innovation on the fly How to utilize individual innovation tools for quick innovative effect Multiple other new case studies throughout The addition of Lean in the chapter on integrated methodologies More links between chapters increasing the understanding of application More application examples demonstrating application techniques of professionals Clarifies how the patterns of evolution are used to generate both what if scenarios and real world forecasts with remarkable accuracy Illustrates how small and large companies government agencies and other groups of people are using TRIZ and achieving significant results and gives you step by step instructions on bringing TRIZ into your organization With the valuable tools explained within these pages you will be able to find innovative solutions to problems understand the natural evolution of systems and develop more and better ideas faster

Computational Collective Intelligence. Technologies and Applications Jeng-Shyang Pan,Shyi-Ming Chen,Ngoc Thanh Nguyen,2010-10-21 This volume composes the proceedings of the Second International Conference on Computational Collective Intelligence Technologies and Applications ICCCI 2010 which was hosted by National Kaohsiung University of Applied Sciences and Wroclaw University of Technology and was held in Kaohsiung City on November 10 12 2010 ICCCI 2010 was technically co sponsored by Shenzhen Graduate School of Harbin Institute of Technology the Tainan Chapter of the IEEE Signal Processing Society the Taiwan Association for Web Intelligence Consortium and the Taiwanese Association for Consumer Electronics It aimed to bring together researchers engineers and po cymakers to discuss the related techniques to exchange research ideas and to make friends ICCCI 2010 focused on the following themes Agent Theory and Application Cognitive Modeling of Agent Systems Computational Collective Intelligence Computer Vision Computational Intelligence Hybrid Systems Intelligent Image Processing Information Hiding Machine Learning Social Networks Web Intelligence and Interaction PICMET '01: Technology management in the knowledge era Dundar F. Kocaoglu,Timothy Roy Anderson,2001

Creativity, Competence and the International Dimension Sabine Hotho,2009 *Design for Six Sigma for Service* Kai Yang,2005-05-31 The primary objective of this new book is to provide a comprehensive reference for those who work in a service industry setting Unlike Design for Six Sigma a Roadmap for Product Development this new book will address the 5 leading issues in the service industry which are customer satisfaction cost reduction value improvement change management and process performance measurements **Voice of the Customer : Capture and Analysis** Kai Yang,2007-10-24 Discover All the Advantages of Using Design for Six Sigma to Develop and Build Customer Value Based Products Voice of the Customer Capture and Analysis equips Six Sigma you with the skills needed to create and deploy surveys capture real customers need with ethnographic methods immediately analyze the results and coordinate and drive responsive actions Quality expert Kai Yang explains how to utilize the statistical methods of Design for Six Sigma to identify key customer needs and assess the cost of poor quality He then shows how to design robust products to meet those needs optimize product life cycles and accurately validate their findings Voice of the Customer Capture and Analysis features a wealth of information on

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Global Innovation Science Handbook Praveen Gupta, Brett E. Trusko, 2014-02-05 Publisher s Note Products purchased from Third Party sellers are not guaranteed by the publisher for quality authenticity or access to any online entitlements included with the product A GROUNDBREAKING GUIDE TO THE ART SCIENCE TOOLS AND DEPLOYMENT OF INNOVATION It has never been more important to educate people and organizations how to out imagine out create and out innovate The insight and experiences captured by this book make an important contribution toward reaching this goal From the Foreword by Deborah Wince Smith President Council on Competitiveness Developed by the editors of the International Journal of Innovation Science and featuring contributions from more than 40 innovation experts and thought

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Business, the Magazine for Office, Store and Factory, 1914 **Business**, 1914 *CERN Courier*, 2015 Chemical Engineering Progress, 2005 *Industrial Design*, 1969
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